



AMERICAN MARKETING & MOTORSPORTS GROUP INC.
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TO: ERIC KINGSLEY
FROM: RALPH STOPPIELLO
DATE: 8-9-95
RE: NEW YORK STATE FAIR DISPLAY

As it did last year, the 1995 New York State Fair will feature the R.J. Reynolds Tobacco Co. Motorsports Pavilion. This display area will feature race cars and classic cars from across New York State. There will also be a special one day appearance by Jeff Gordon, Ken Schrader and Terry Labonte at the Pavilion. The New York State Fair has an attendance of over 800,000 people. This is an excellent venue to create exposure value for your facility and your sponsors (and an easy way to attend the Fair!).

We would like to offer your track the opportunity to have your pace car on display at the Pavilion, participate in the daily parade through the Fairgrounds and pass out race track information.

There is also the potential for a race car display and personal appearance by a driver from your track (based upon availability and schedules).

The New York State Fair is open from Thursday August 24th through Monday September 4th. Set up day is Wednesday August 23rd. Tear down day is September 5th. Set up for any individual day requires that the car be on the grounds by 8:00 am. A map of the display area is attached.

Please contact us as soon as possible to confirm your interest.

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